

Message Text

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ACTION EUR-12

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TO USDOC WASHDC
INFO SECSTATE WASHDC 4466
AMCONSUL ZAGREB

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E.O. 11652: N/A
TAGS: BEXP YO
SUBJECT: ZAGGREB FAIR LETTER

REF: LINDSTRON/MCMULLEN 1/10/78 TELCON - LINDSTROM REQUEST

1. BASIC TEXT OF AMBASSADOR'S LETTER INVITING U.S. FIRMS TO
PARTICIPATE IN U.S. EXHIBITION AT SEPT 1978 ZAGREB FAIR FOLLOWS:
BEGIN LETTER.

I AM WRITING TO YOU ABOUT A MATTER OF GREAT INTEREST TO ME. IT IS,
I BELIEVE, ALSO OF GREAT SIGNIFICANCE TO U.S. FIRMS ALREADY
ENGAGED IN OR WISHING TO DO BUSINESS IN YUGOSLAVIA. THE ISSUE
IS CONTINUED AND EXPANDED U.S. COMMERCIAL PARTICIPATION IN THE
ZAGREB FALL FAIR. UNTIL THIS YEAR U.S. PRESENCE AT THIS WELL-KNOWN
TRADE FAIR WAS DOMINATED BY A NON-COMMERCIAL EXHIBIT ORGANIZED BY
THE U.S. INFORMATION AGENCY. THIS YEAR (1977), U.S. PARTICIPATION
WAS MORE COMMERCIALY ORIENTED, WITH A THREE-PART PRESENTATION
CONSISTING OF A DEPARTMENT OF COMMERCE CATALOGUE/VIDEO TAPE
RECORDING SHOW, INDIVIDUAL U.S. FIRM EXHIBITIONS, AND A USIA
PRESENTATION DEPICTING THE GROWTH OF U.S. INDUSTRY. THIS SHIFT IN
ORIENTATION REFLECTED AN EFFORT TO MOVE TOWARD A GENUINE
COMMERCIAL PARTICIPATION, WHICH WE BELIEVE WOULD MEET OUR
COUNTRY'S INTERESTS AND GOALS IN YUGOSLAVIA, WHICH, OF COURSE,
INCLUDE SUCCESSFUL PARTICIPATION BY AMERICAN FIRMS IN THE U.S.
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MARKET.

I BELIEVE THAT IN THE CURRENT ERA OF EXPANDING U.S./YUGOSLAV
RELATIONS THERE ARE UNIQUE OPPORTUNITIES FOR U.S. FIRMS IN A
COUNTRY WHICH OFFERS GREAT PROMISE FOR EXPANDED TRADE AND
INVESTMENT. THE FALL FAIR IS A PARTICULARLY EFFECTIVE VEHICLE
THROUGH WHICH FIRMS CAN ESTABLISH OR EXPAND THEIR PRESENCE IN

YUGOSLAVIA AND OFFERS EXCELLENT OPPORTUNITIES FOR DEVELOPING CONTACTS WITH HIGH LEVEL YUGOSLAV BUSINESSMEN AND GOVERNMENT LEADERS. IT WOULD, I BELIEVE, BE CONTRARY TO THE INTEREST OF U.S. TRADE DEVELOPMENT IF A U.S. COMMERCIAL PRESENCE AT THE FALL FAIR WERE TO LAPSE OR BE MINMAL. I AM CONFIDENT THAT THIS NEED NOT OCCUR AND WE ARE NOW PROCEEDING WITH PLANS FOR THE 1978 FALL FAIR. WE WOULD LIKE TO RECRUIT FOR NEXT SEPT'S FAIR A NUMBER OF MAJOR U.S. FIRMS WITH PRESENT BUSINESS ACTIVITY OF POTENTIAL LONG-TERM INTEREST IN YUGOSLAVIA. IF WE ARE ABLE TO RECRUIT AT LEAST TEN SUCH FIRMS, WE WILL HAVE A CORE FOR AN EFFECTIVE AMERICAN COMMERCIAL PRESENCE. I CANNOT GIVE YOU A PRECISE ESTIMATE OF THE COST TO EACH COMPANY, BUT IF A MINIMUM OF TEN FIRMS PARTICIPATED WE UNDERSTAND THE BASE RENT FOR DESIRABLE SPACE WOULD BE AROUND 3,000 DOLLARS PER PARTICIPANT WITH CONSTRUCTION, DISPLAY, PERSONNEL AND OTHER EXPENSES ADDITIONAL. BOTH USIA AND THE DEPARTMENT OF COMMERCE WOULD PROVIDE THE NECESSARY EXPERTISE AND SUPPORTING ASSISTANCE IN PREPARING AND PUBLICIZING THE EXHIBITION. USIA BACKUP FUNDING WILL BE SUBSTANTIAL. WE HAVE ALSO BEEN ADVISED THAT THE COMMERCE DEPARTMENT WILL BE PROVIDING TWO CATALOGUE/VTR SHOWS. THE EMBASSY WOULD ALSO PUBLICIZE PARTICIPATION IN THE U.S. EXHIBITION THROUGH OUR QUARTERLY COMMERCIAL BULLETIN AND IN OTHER WAYS. I TRUST THAT YOU AND YOUR ASSOCIATES WILL GIVE CAREFUL THOUGHT TO THE POSSIBILITY OF YOUR FIRM'S PARTICIPATION IN NEXT YEAR'S (1978) FAIR. IN TERMS OF CURRENT OR POTENTIAL BUSINESS IN YUGOSLAVIA, I AM CONFIDENT THAT YOU WOULD FIND

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COMMITMENT OF RELATIVELY MODEST RESOURCES A GOOD INVESTMENT IN DEVELOPMENT OF THIS MARKET.

I WOULD APPRECIATE RECEIVING YOUR REPLY INDICATING WHETHER YOUR FIRM HAS AN INTEREST IN PARTICIPATION. IF YOU ARE INTERESTED, WE WILL PROVIDE YOU WITH MORE DETAILED INFORMATION. WE ARE HOPING FOR AN EXPRESSION OF INTENT BY INTERESTED FIRMS BY THE END OF JANUARY 1978.

I LOOK FORWARD TO HEARING FROM YOU SOON. END LETTER.

2. FIRMS/INDIVIDUALS TO WHICH LETTER HAS ALREADY BEEN SENT ARE:
ALLIS CHALMERS CORP/GEORGE A. MARQUART; ARMCO STEEL CORP/WILLIAM S. ROSE; BOEING COMMERCIAL AIRPLANE CO/DEAN B. THORNTON;
CATERPILLAR OVERSEAS S.A./JEAN-DANIEL DEVAUD; CHEMTEX, INC./
PETER VON BUCHER; CLARK EQUIPMENT CO./THOMAS L. TYLER; CONTINENTAL GRAIN CO./CLARENCE D. PALMBY; DEERE AND CO./L. NEEL HALL;
EATON CORP./PRESIDENT; ENGELHARD MINERALS AND CHEMICALS CORP./
MILTON ROSENTHAL; FORD OF EUROPE, INC./STEVE BRUNNER; FOSTER WHEELER INTERNATIONAL CORP./ROBERT E. REILLY; GENERAL ELECTRIC CO./B.M. JAIRATH; GENERAL FOODS CORP./PRESIDENT; GENERAL MOTORS OVERSEAS CORP./P. GUY NEWTON; HONEYWELL, INC./ PRESIDENT;

IBM CORP./NICHOLAS KATZENBACH; INGERSOLL-RAND/PRESIDENT;
INTERNATIONAL HARVESTER/CLAUS DOERING; INTERSILVER METAL
PRODUCTS GILLETTE/ALEXANDER B. BREWSTER; KAISER INDUSTRIES
CORP./MARTIN DROBAC; THE LUMMUS CO./PRESIDENT; 3 M (EAST) AG/
PETER SCHLOTTHAUER; MCDONNELL DOUGLAS CORP./ WARREN E. KRAEMER;
MCKEE ENGINEERING/W. BAUMGARTNER; PAN AMERICAN WORLD AIRWAYS, INC./
PRESIDENT; PHILLIPS PETROLEUM CO./ PRESIDENT; PRATT AND
WHITNEY AIRCRAFT GROUP/PRESIDENT; PROCTOR AND SCHWARTZ, INC./
J.R. JOHNSON; PULLMAN-KELLOGG/JAMES PETRIE; TEXTRON, INC./
G. WILLIAM MILLER; UNION CARBIDE CORPORATION/PRESIDENT;
UNITED TECHNOLOGIES CORP./HARRY J. GRAY;
UNITED TECHNOLOGIES INTERNATIONAL/C. ALLAN URBAN; U.S.
STEEL INTERNATIONAL, INC./J.B. FRENCH; WESTINGHOUSE ELECTRIC
CORP./DONALD C. PARSONS; STONE AND WEBSTER ENGINEERING CORP./
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GEORGE ALLEN; DOW CHEMICAL-EUROPE/ALBERT HOLIDAY;
GREAT LAKES CARBON CORP./JOSEPH SOLARY; CRAWFORD AND RUSSEL
INC./JOHN SWEENEY; CPC INTERNATIONAL, INC./PRESIDENT;
PEPSICO INC./DONALD M. KENDALL; STEIGER TRACTOR INC./ PRESIDENT.
EAGLEBURGER

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